



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009562380** | File Number: **CPR-124092** | Submit Date: **10/06/2011** | Call Sign: **WBME-CD** | Facility ID: **71422** |

City: **MILWAUKEE** | State: **WI**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/06/2011** |

Filing Status: **Active**

Report reflects information for : Third Quarter of 2011

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant  
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.wmlw.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(11)

Digital Core Program (1 of 11)		Response
Program Title		GREENSCREEN ADVENTURES
Origination		Local
Days/Times Program Regularly Scheduled		SAT, 7-7:30A
Total times aired at regularly scheduled time		12
Total times aired		13
Number of Preemptions		1
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		1
Length of Program		30 mins
Age of Target Child Audience		7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Preemption Programs #1

Questions		Response
Title of Program		GREENSCREEN ADVENTURES
List date and time rescheduled		October 2, 2011 7:30-8am
Is the rescheduled date the second home?		No
Were promotional efforts made to notify the public of rescheduled date and time?		Yes
Date Preempted		
Episode #		September 24, 2011
Reason for Preemption		Other

Digital Core Program (2 of 11)		Response
Program Title		DRAGONFLY TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT, 7:30-8A (LTC 9.3.11)
Total times aired at regularly scheduled time		10
Total times aired		

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DRAGONFLY TV IS A SCIENCE EDUCATION PROGRAM COMBINING TELEVISION, COMMUNITY OUTREACH, THE WEB, AND FUN. IT PRESENTS REAL-LIFE SCIENCE INVESTIGATIONS IN A STYLE THAT CAPTURES THE ATTENTION OF TODAY'S MEDIA-SAVVY GENERATION. AGAINST A POP-MUSIC SOUNDTRACK, CHILDREN TELL ABOUT THEIR INVESTIGATIONS, COMMUNICATING THE INFECTIOUS EXCITEMENT THAT COMES WITH MAKING THEIR OWN DISCOVERIES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 11)	Response
Program Title	MYSTERY HUNTERS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Two intrepid young reporters, with the help of a skeptical magician and scientist, set out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the Mystery Hunters use science and reasoning to try to uncover the truth. But they remain open to the unknown, to the things science can't yet explain.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 11)	Response
Program Title	CURIOSITY QUEST GOES GREEN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A (LTC 9.3.11)
Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity quest Goes Green is an upbeat family program that explores what the community is curious about. In each episode, host Joel Greene, takes viewers on an unscripted, hands-on exploration to answer letters of curiosity. Curiosity quest Goes Green strives to provide entertaining, educational programming for the entire family to enjoy.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 11)	Response
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	Response
Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT, 9:30-10A (LTC 9.3.11)
Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 11)	Response
Program Title	GREENSCREEN ADVENTURES
Origination	Local



Days/Times Program Regularly Scheduled	Sat,7:30-8am
Total times aired at regularly scheduled time	2
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 11)	Response
Program Title	ON THE SPOT
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat, 7:30-8A
Total times aired at regularly scheduled time	1
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In On the Spot, a host stops people on the street and asks them questions based on state and national curriculum standards, in subject areas such as math, science, English, history, art, geography, and more. Not only does the show ask the questions, but it also explains the answers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
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Program Title	JACK HANA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
Program Title	GREENSCREEN ADVENTURES
Origination	Local
Days/Times Program Regularly Scheduled	SAT,9:30-10AM
Total times aired at regularly scheduled time	1
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11) Response	
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10AM
Total times aired at regularly scheduled time	2
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A weekly tv magazine with the purpose of presenting to teenage viewers a look at the inspirational stories and achievements of their contemporaries who are or have excelled in sports and life through hard work and focused dedication. These role model situations are presented through a variety of approaches.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core  
Educational and  
Informational  
Programming (0)

Sponsored Core  
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	CHRISTINE GROTELUESCHEN
Address	809 S. 60TH STREET
City	MILWAUKEE
State	WI
Zip	53214
Telephone Number	414-607-8120
Email Address	CGROTELUESCHEN@CBS58.COM
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	MAINTENANCE WORK AT OUR TRANSMITTER SITE ON SATURDAY, SEPTEMBER 24, 2011, INTERRUPTED E/I PROGRAMMING FROM 7:00AM TO 7:20AM. GREENSCREEN ADVENTURES WAS MADE GOOD ON OCTOBER 2, 2011 AT 7:30AM.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	GREENSCREEN ADVENTURES(ANALOG AND DIGITAL)
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7-7:30A
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.

Other Matters (2 of 6)	Response
Program Title	ON THE SPOT (ANALOG AND DIGITAL)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8A
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In On the Spot, a host stops people on the street and asks them questions based on state and national curriculum standards, in subject areas such as math, science, English, history, art, geography, and more. Not only does the show ask the questions, but it also explains the answers.

Other Matters (3 of 6)	Response
Program Title	MYSTERY HUNTERS (ANALOG AND DIGITAL)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (4 of 6)	Response
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Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A
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Other Matters (5 of 6)	Response
Program Title	ANIMAL ATLAS(ANALOG AND DIGITAL)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
Total times aired at regularly scheduled time	14
Length of Program	30 mins
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

Other Matters (6 of 6)	Response
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Origination	Syndicated
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Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>CHANNEL 41 &amp; 63 LIMITED PARTNERSHIP</b></p>

**Attachments**

No Attachments.